



A PUBLIC TRANSPORT REVOLUTION FOR RURAL WALES



INTRODUCTION

- Bwcabus is a demand responsive feeder bus service operating in Carmarthenshire and Ceredigion in rural west Wales
- Service launched on 24th August 2009
- Partnership between Carmarthenshire & Ceredigion County Council, the University of Glamorgan, Welsh Government, Traveline Cymru, and private bus operators



THE CHALLENGE

- Few services off the A484 corridor
- Declining patronage on the 460 Service
- Car dominant mode
- Communities isolated
- Poor access to employment, health, and leisure facilities



THE VISION

- To create an integrated rural public transport network which:
 - Improves accessibility to services
 - Improves rural network coverage, frequency, flexibility and integration
 - Promotes greater use of more sustainable forms of travel
 - Helps sustain rural communities and reduce inequalities
 - Supports National and Regional Transport Plan policies

HOW DO I BOOK BWCABUS?

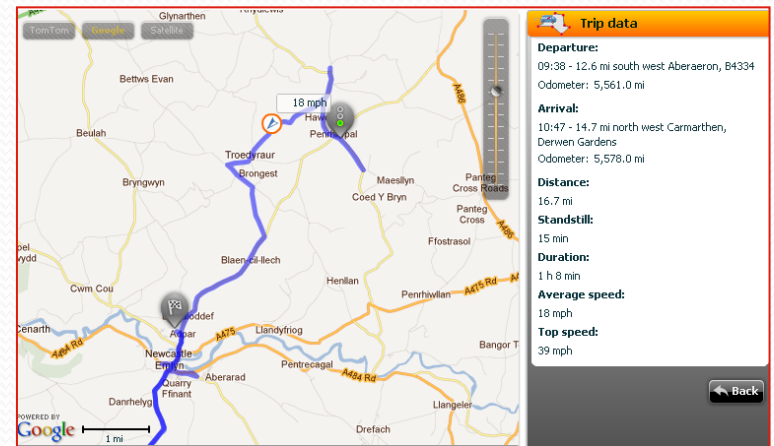
1. Register your details
2. Call our bilingual call centre (from 7am - 8pm, 7 days a week)
3. Provide the call centre agent with details of the journey you wish to undertake
4. All journeys are subject to availability, the booking will either be confirmed by the call centre agent or the user will be offered an alternative travel time
5. Call centre agent confirms booking with user

Journeys between 7am-1:30pm must be booked by 8pm the day before travel, journeys between 2pm-7pm must be booked by 11.30am on the day of the journey.



THE SYSTEM

- Booking & Scheduling system is bespoke software developed by the University of Glamorgan
- Schedules are sent out automatically twice daily (12:00 & 20:30)
- Driver receives individual messages for each journey via in vehicle TomTom Work Unit
- GPS tracks journeys

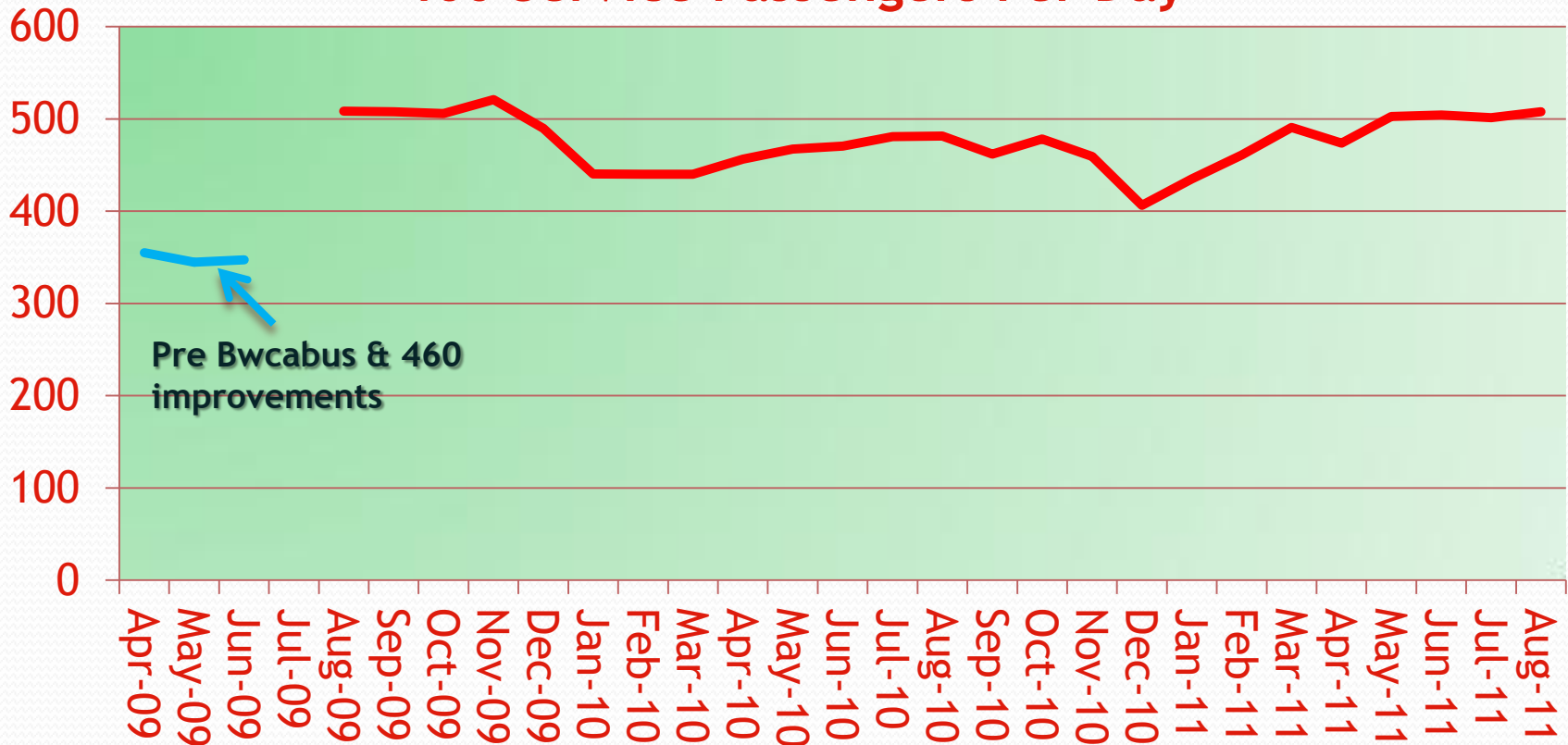


USAGE STATS

- 950+ registered users
- 26,780 passenger journeys
- 40% increase in public transport use
- High passenger satisfaction:
 - 100% satisfied with the condition of the buses
 - 88% satisfied with the cost of fares
 - 85% satisfied with ease of booking a journey
 - 98% satisfied with customer service on buses
 - 94% satisfied with punctuality of the buses

PATRONAGE GAINS

460 Service Passengers Per Day



MARKETING & BRANDING



www.traveline-cymru.info/bwcabus/



• Ffonio • Casglu • Cysylltu • Phone • Collect • Connect •

Bwcabus™

Eich gwasanaeth trafnidiaeth gyhoeddus newydd, yn creu cysylltiadau yn Nffyrn Teifi
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Phone. Collect. Connect

Bwcabus -
our
flexible
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News 2

Welcome to Bwcabus

Your Unique Public Transport Service, connecting the Teifi Valley

Bwcabus is an on demand fully accessible local bus service and is tailored to the needs of the passengers.

The alternative and more environmentally friendly way to travel.....Bwcabus

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Cymraeg / English

Text Size: A- A+



Bwcabus
Demonstration



FAQ



Bwcabus Map

WHAT DO THE CUSTOMERS THINK?

“Bwcabus gives us a new lease of life.”

“Best thing has happened. We no longer need to walk far to catch the bus.”

“A fantastic service that takes into account the needs of people living in isolated rural areas”

“The service has allowed me to travel to Helsinki (Finland) entirely on public transport, Bwcabus picked me up in Pentrecwrt and met me from the 460 in Saron three weeks later”



AWARD WINNING BWCABUS

3 National Awards:

Excellence in 'Transport Policy and Planning' - Chartered Institute of Logistics and Transport National UK Awards (Oct 2010)

'Most Innovative Transport Project' - National Transport Times UK Awards (Jul 2010)

'Best Partnership' - Chartered Institute of Logistics and Transport Cymru (May 2010)



FUNDING BWCABUS

Source	Value
Convergence Funding	£1,548,999
Welsh Government	£1,100,000
Local Authorities costs	£601,248
TOTAL Project Costs	£3,548,999

INDICATORS OF SUCCESS

- Increased patronage levels
- Improved access to services
- Improved passengers satisfaction levels
- Local/National/European awareness of the scheme
- Changes in levels of car use amongst Bwcabus members
- Increased concessionary pass use amongst rural population

CRITICAL SUCCESS FACTORS

- Quality of Service and Vehicles
- Reliability
- Frequency
- Customer Responsive
- Connectivity
- Partnership



BWCABUS: THE KEY BENEFITS

- Integration of networks to maximise travel opportunities
- Best use of capacity
- Responsive to passenger demand
- Extends accessibility to sectors of society without personal transport provision
- Increases public transport use (and revenue)

